



FINAL **PRESENTATION**

1

Good morning! Welcome to our final presentation.

We are proud to share our team's work in partnering with the Athens Area Diaper Bank this semester.

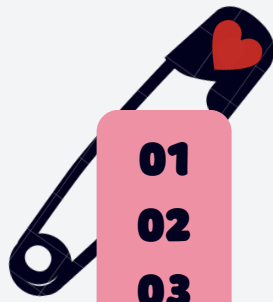


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CONTINUING MOMENTUM

This is the roadmap of our presentation.

We will provide a client overview, discuss our team's work in branding, social media content, partnerships, and strategy—as well as share how our team and the AADB can continue momentum beyond this partnership.

THE TEAM



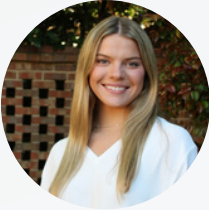
LINDSEY LOWRANCE
Account Manager



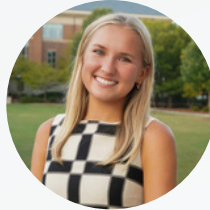
LINDSAY CAVINESS
Content Production



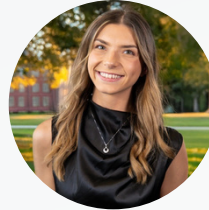
LAURA KELLEY
Partnerships Specialist



CAROLINE CROFT
Brand Strategy/Social Media



LILY YARBROUGH
Digital Media Production



ZOE WEBB
Media Specialist



OTHMANE ELYAALAOUI
Brand Strategist

This is our team of students that has worked with the Athens Area Diaper Bank. Each member had a unique position that utilized their strengths and experience.

(Introduce ourselves in order of slide)



CLIENT OVERVIEW

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We'll begin by sharing important information about who our client is, their organization's advertising/public relations needs, and what our team focused on in helping address those needs.

MISSION



The Athens Area Diaper Bank strives to **eradicate diaper need** by **providing diapers** to **low-income families** in the Athens area, while **raising public awareness** of diaper need and its impact.

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The Athens Area Diaper Bank is a non-profit based in Athens, GA, that exists with the clear mission to "strive to eradicate diaper need by providing diapers to low-income families in the Athens area while raising public awareness of diaper need and its impact."

The AADB was founded by Erin Campbell, who you'll see on the left of this photo, after she became a mom herself and learned about how diaper need impacts the well-being of families and young babies.



Est. October 2015

**Distributed 800,000
diapers in 2024 !**

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The Athens Area Diaper Bank was established in October 2015 and has been fulfilling their mission with greater impact every year since.

In 2024, the AADB distributed 800,000 diapers to the Athens-area community.

AADB REQUESTS



AWARENESS



**SOCIAL MEDIA
OUTREACH**



**EVENTS AND
PARTNERSHIPS**

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From the Athens Area Diaper Bank intake form, we understood that the AADB's greatest needs were increasing brand awareness, strengthening social media outreach, and events and partnerships support.

After taking a look at their intake form, we analyzed the social media and website to gather information about our starting point in partnering with their organization.

AADB NEEDS



PARTNERSHIPS



TIME



STRATEGY

8

Shortly after our initial research, we had the privilege of meeting with Erin to further discuss the AADB's needs and visit the AADB warehouse to learn more about the who, how, and what of their organization.

Based on that time together, we understood that the AADB's needs were increasing their number of partnerships, having a lack of time for marketing efforts, and wanting a consistent social media strategy.

These were the 3 things that all of our efforts and deliverables aimed to address.

OUR FINDINGS

Digital Assets



Digital Target Audience:

- Members of the local Athens community
- Current and Potential Partners

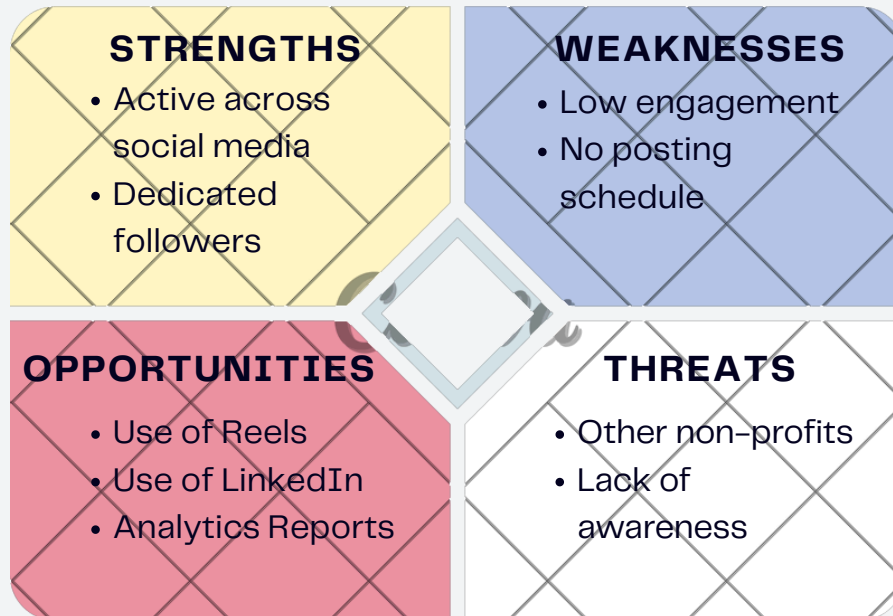
9

At the beginning of the semester, our team spent a lot of time taking a deep dive to explore your social media and website.

We identified that your digital audience is primarily members of the local Athens community along with partners who currently support the AADB and potential partners who may get involved.

Understanding your previous usage of digital media and your target audience provided us an understanding of how to best move forward.

SOCIAL MEDIA SWOT



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In analyzing your social media, we conducted a SWOT analysis and made these observations.

Your strengths include being active across social media platforms and having dedicated followers.

Your weaknesses that we observed were having low engagement and not having a consistent content schedule to follow.

Some opportunities for your social media included incorporating reels in your content, utilizing LinkedIn, and taking advantage of analytics reports to inform future strategy.

Some threats to your social media included how other local Athens non-profits use social media and a lack of awareness about the AADB in the area.

WEBSITE SWOT



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We also conducted a SWOT analysis of your website.

Our team found that your website's strengths included being very informative, being kept up to date with current events and aligning with your brand.

We observed some of your website's weaknesses to be use of minimal photos of the AADB team and warehouse, as well as some pages with decreased readability.

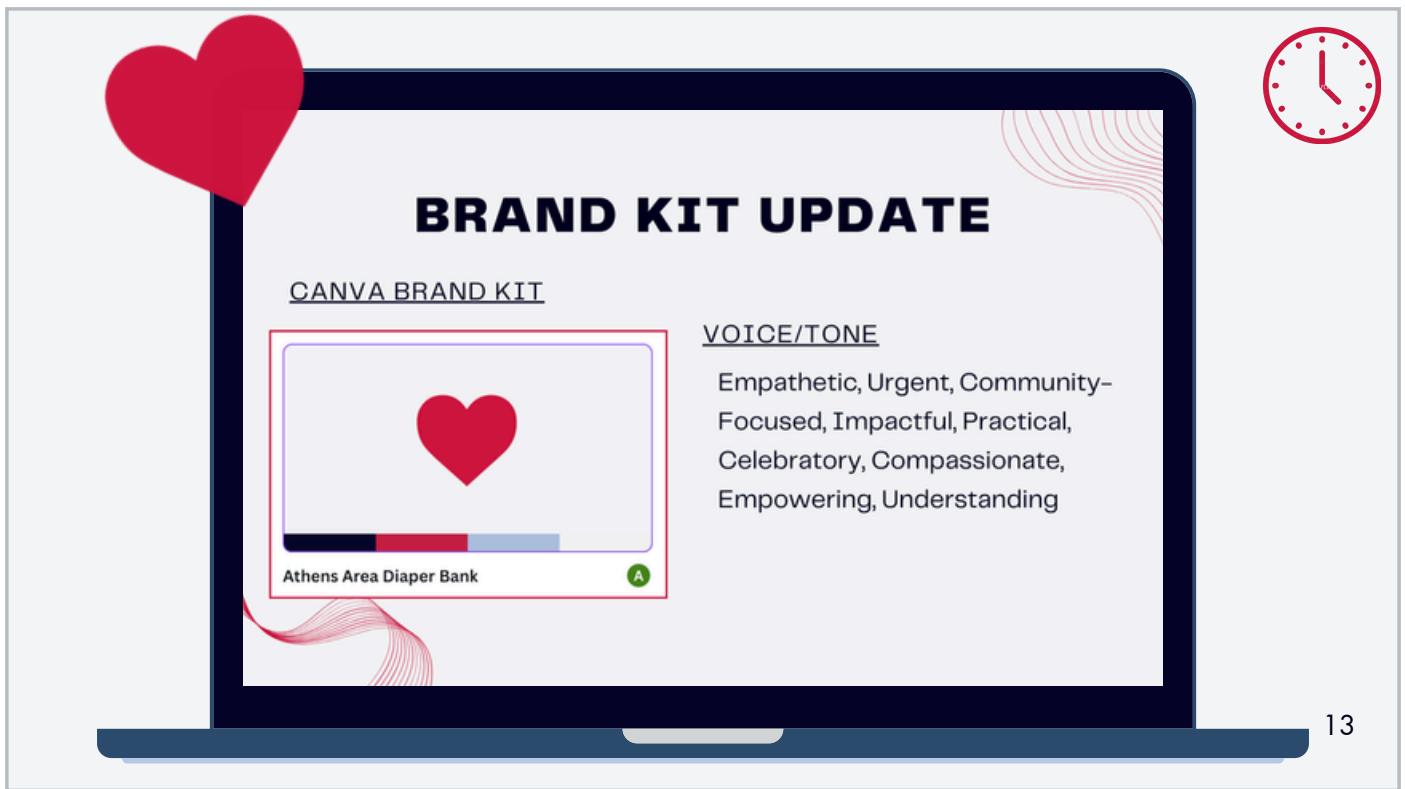
Some opportunities for the AADB in website included SEO optimization, use of Google Ad Grants to drive website traffic and the use of newsletter pop-ups.

Some threats to your website include the strength of other non-profits websites in comparison and that some people may find all of the information available on the website to be a lot to process.



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Using our initial findings, we decided that an update to the Athens Area Diaper Bank branding would help us reach all 3 of our goals. This updated branding allows for quicker content creation, creative leeway with partner posts, and a more recognizable brand image.



Our brand kit is housed in one easy-to-access, shareable Canva kit.

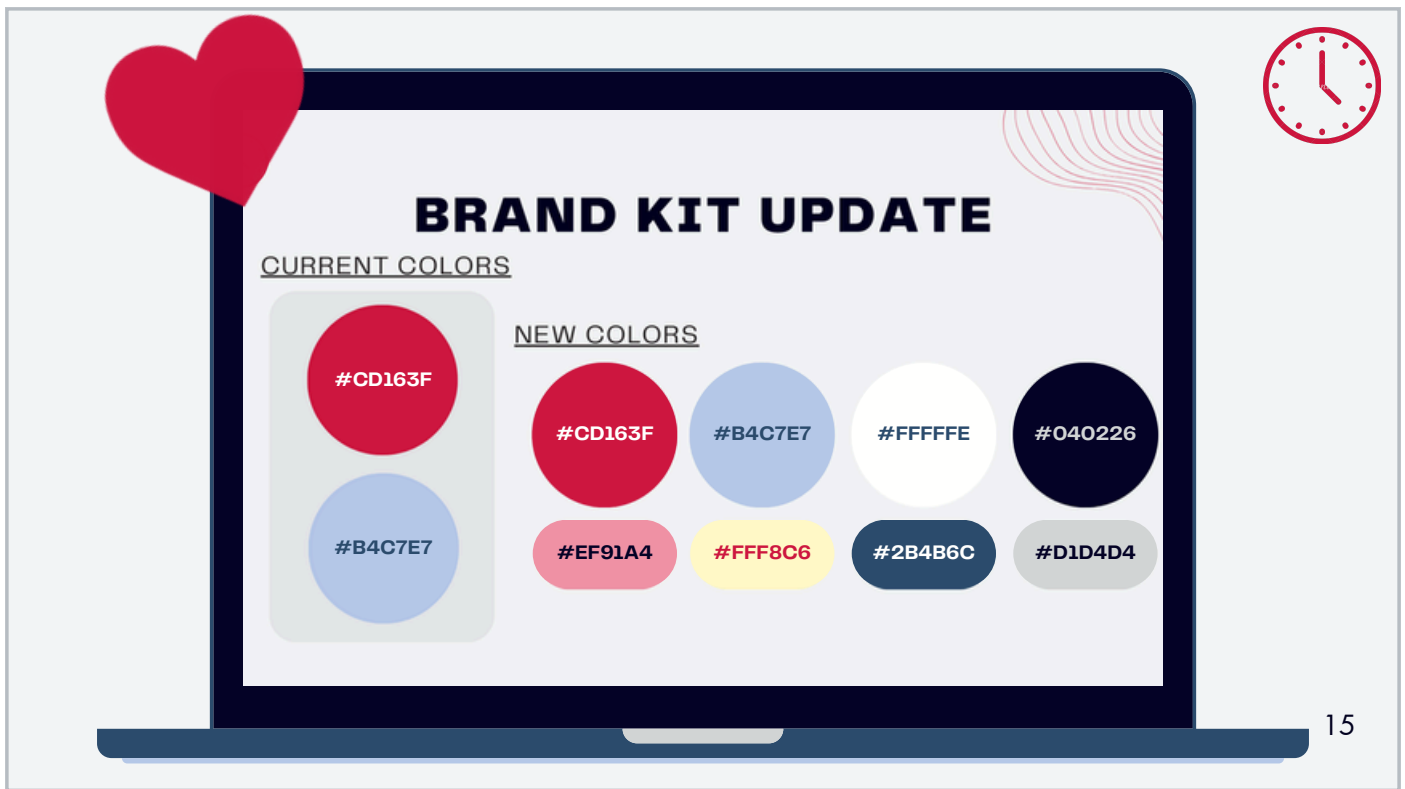
It is a comprehensive deep dive into the how-to's of each brand element, which we've also made pdf guidelines for.

Firstly, we updated the voice to address the seriousness of diaper-need. The AADB should always convey empathy, urgency, and be community-focused in its communication, while also providing its partners with data-driven information. Thus, words like understanding, impact, opportunity, empowerment, stress, need, or compassion help communicate that value.



We decided to change the AADB's fonts to increase legibility and accessibility across AADB materials.

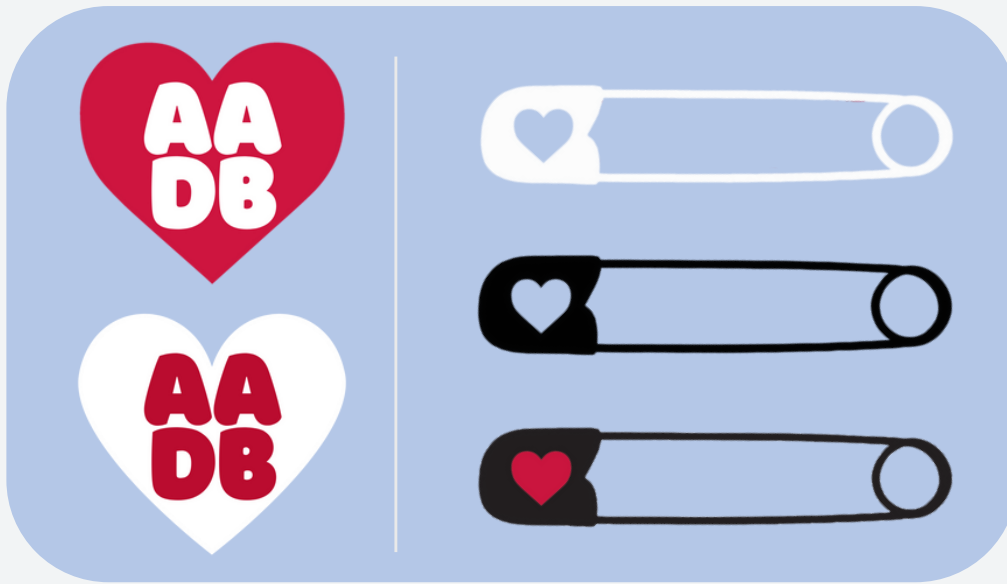
Telegraf, with different weights for titles and body text, was selected to convey professionalism. And to stay true to AADB's personality, Borsok was selected as a more playful and eye-catching header. These combinations allow for multiple variations and maximum legibility.



We chose to align very closely with the original AADB red and blue but added more accent options to ensure variation throughout materials.

By using different combinations of these colors, the AADB brand will be more recognizable and cohesive in its media efforts.

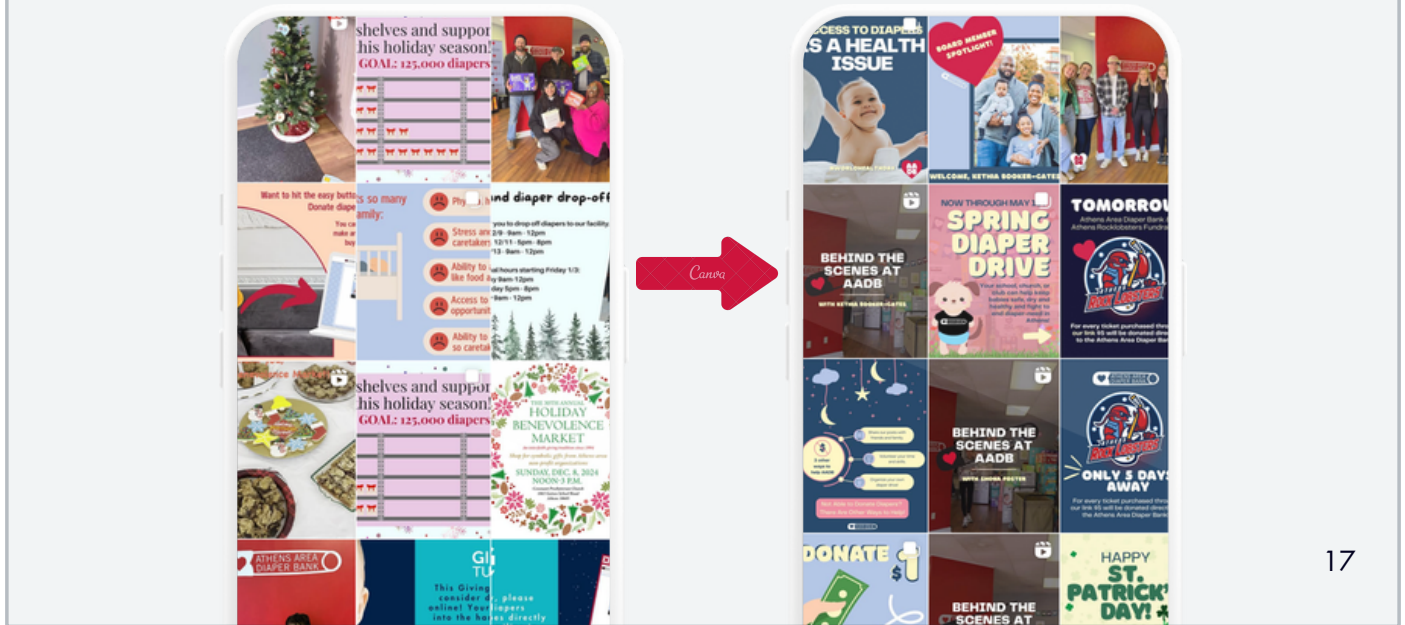
ALTERNATE LOGOS



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After creating the brand kit, we also decided to create some alternate logos to use specifically for social media to emphasize brand recognition and provide more creative options.

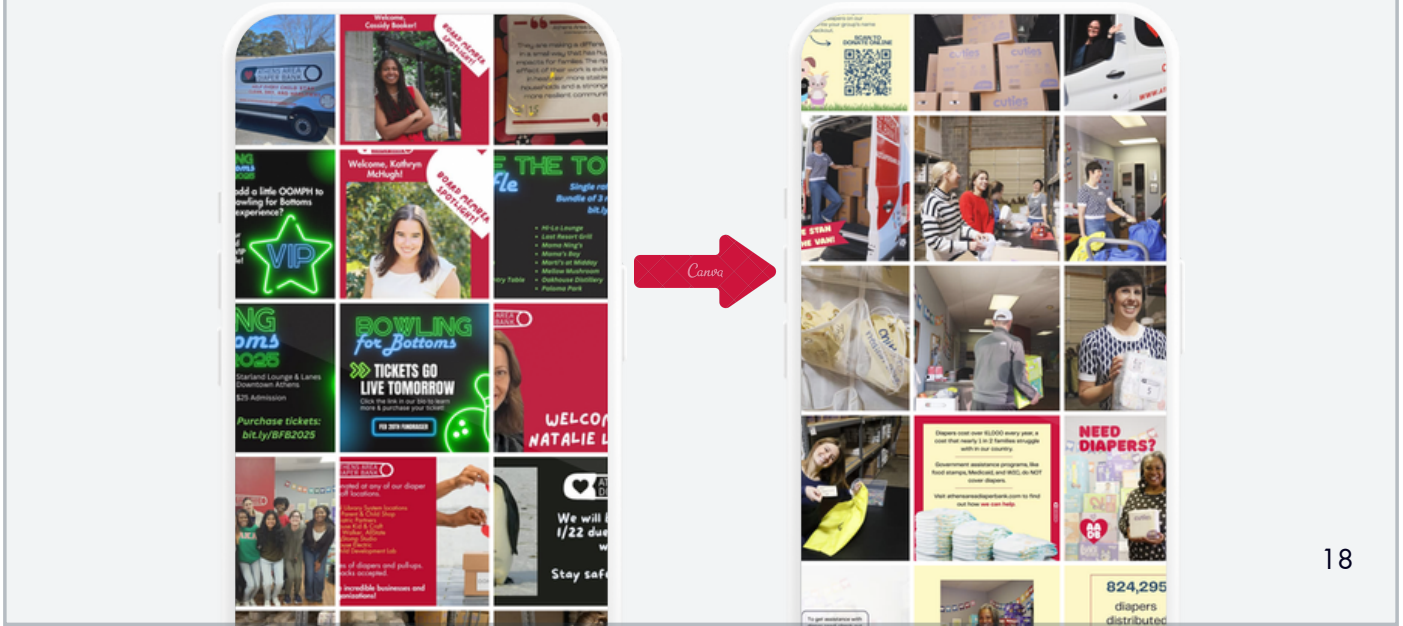
INSTAGRAM BEFORE & AFTER



17

Here is a before and after for Instagram. The goal of our updates was to create a cohesive look and new ratio aspect among the feed.

FACEBOOK BEFORE & AFTER



18

Here is a before and after for Facebook. We had a similar goal of creating a cohesive look and balance between the goals of each post.



A major project for our team was providing strategy and content support for the AADB.

SOCIAL MEDIA CALENDAR



GO & FACEBOOK	INTERVIEW	Joe	COMPUTE	Interview from AADB staff	Advocacy	Real
GO & FACEBOOK	INTERVIEW	Joe	COMPUTE	Recent volunteer	Gratitude	Static
GO & FACEBOOK	INTERVIEW	Caroline	COMPUTE	Board member spotlight	Helping community	Static

47 TOTAL POSTS

- Built out through July

	COPY CAPTION	VISUAL ASSETS (LINK to photo/video)	GRAPHIC	LINK TO CANVA
Photo	Amazing time at Bowling for Bottoms tonight! Thank you to all our amazing volunteers, and friends who made this event so special and came to knock down pins and diaper need. 🙌			CANVA
Partner Spotlight template w pic	Our team works hard, but our volunteers work even harder! We'd love to see you when you stop by soon! Sign up to volunteer at the link in our bio and help the local Athens community tackle diaper need.	Drive		CANVA
	We are so thankful to have [Partner Name] be one of our partners in our mission to support those facing diaper need.			CANVA
	Being an AADB partner means being a part of something greater than yourself, by supporting those in desperate times. [Partner Name] continued support allows us to do what we do, so thank you so much!	* Get from Michelle		

We developed a new content calendar that could be easily updated and focus on AADB's marketing goals.

To accomplish this, we added columns to streamline who is creating each post, what the status is, selections for the goal and links to all creative assets. This method allows whoever is viewing the document to quickly find any asset they may need to change or update a post before it goes live.

On the first day each month, we planned a newsletter to be sent to all of AADB's partners. After that, there is a mix of each goal in our posting schedule that was identified by the AADB (helping community, advocacy, awareness, gratitude, and fundraising) to ensure we are hitting each goal according to AADB's needs or upcoming events.

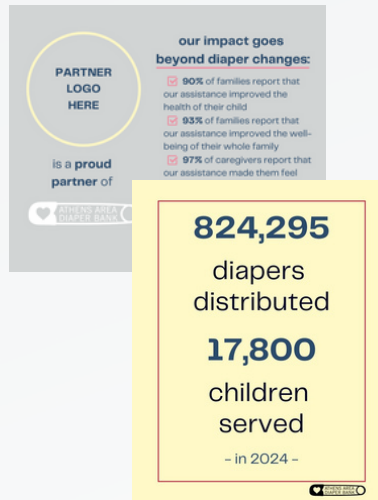
TEMPLATES



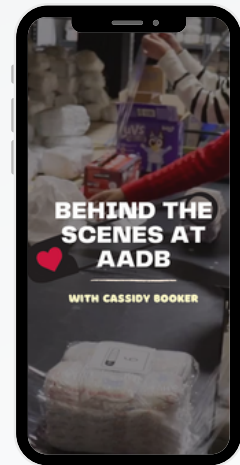
Diaper Drive: (5)



Impact Report: (10)



Reels: (4)



21

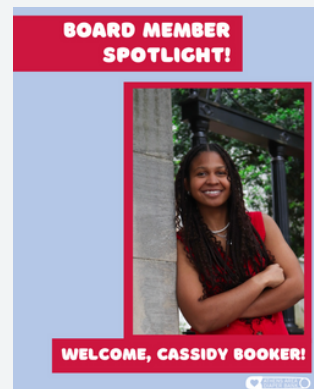
Here we have examples of post templates created using the updated brand kit. Our team created around 80 templates for the AADB to use across Instagram, Facebook, and LinkedIn according to each platform's ratios.

We created templates for the purpose of consistency and convenience so that the AADB only has to make small adjustments, such as adding a picture or logo! A study by Lucidpress showed that businesses have seen up to a 23% increase in revenue after employing consistent branding.

The AADB has been provided templates for holidays, changed business hours, partner/board member spotlights, diaper drives, impact reports, and reels.

TEMPLATES

Partner/Board Member Spotlights: (10)



22

These templates are examples of partner and board member spotlights.

TEMPLATES:

Holidays: (50)

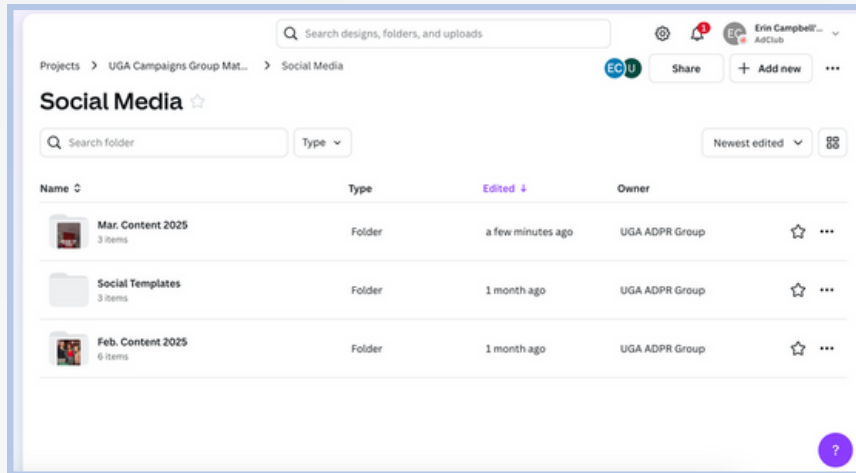


23

Holiday templates were made to cover 11 different major holidays, each with 3-5 different templates for convenient future use.

Our ultimate goal was to leave the AADB team with enough social media content and recommendations to last them many months, maybe even years, beyond our partnership.

CANVA FOLDER



Canva Folder:

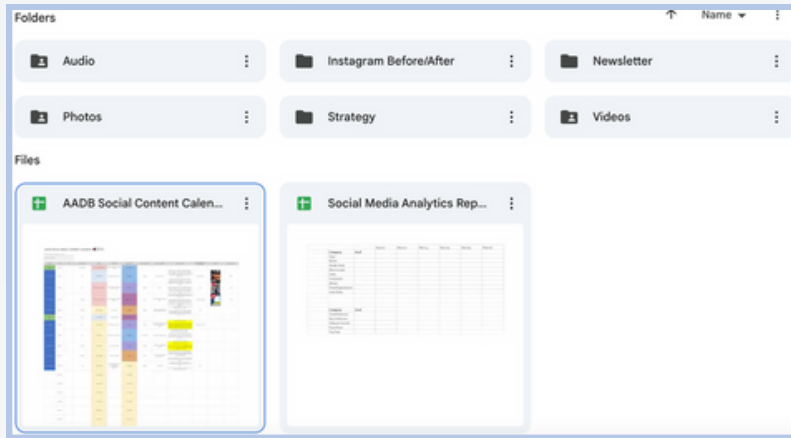
- 47 posts
- 79 templates

24

All of these templates can be found in our Canva folder for your team under social media, and they are organized within.

From there, you have editor's access to all the templates and previous posts we have created.

CONTENT BANK



Google Drive:

- **276** Photos
- **34** Videos

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The photos from our photoshoot, other deliverables, and other resources are all housed in a special Google account we've created for this partnership.

This is organized for content and strategic deliverables.

At the end of partnership, the AADB will be given the login to this so they don't have to worry about losing any of the content we've built for them.



These are a few of our 276 photos!

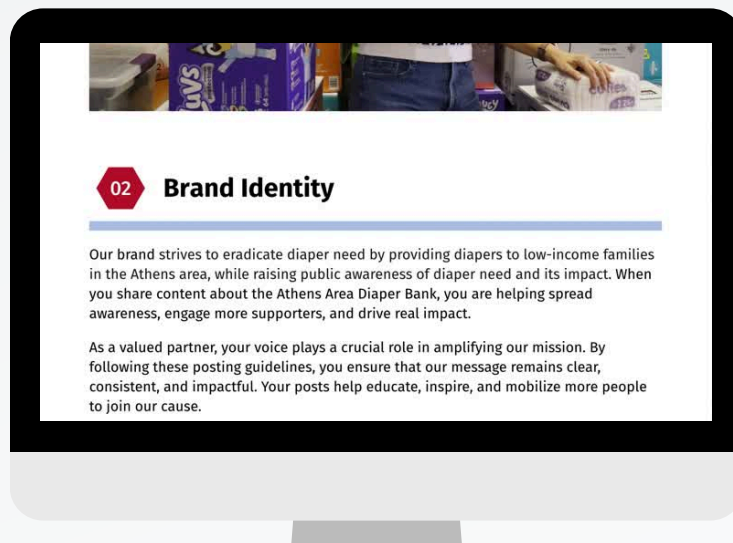


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Laura -

During our first meeting after reviewing the AADB's intake forms, we decided that we should work towards strengthening partnerships, existing and those to come. One of our main goals was to streamline information and procedures for posting.

POSTING GUIDELINES



8-PAGE GUIDELINE

28

Laura -

To start, we created an eight page partner posting guideline document. Shown is a sliding preview of the document on Canva. The purpose of these guidelines is to ensure partners know what direction to take when posting while learning about what posts would benefit the AADB.

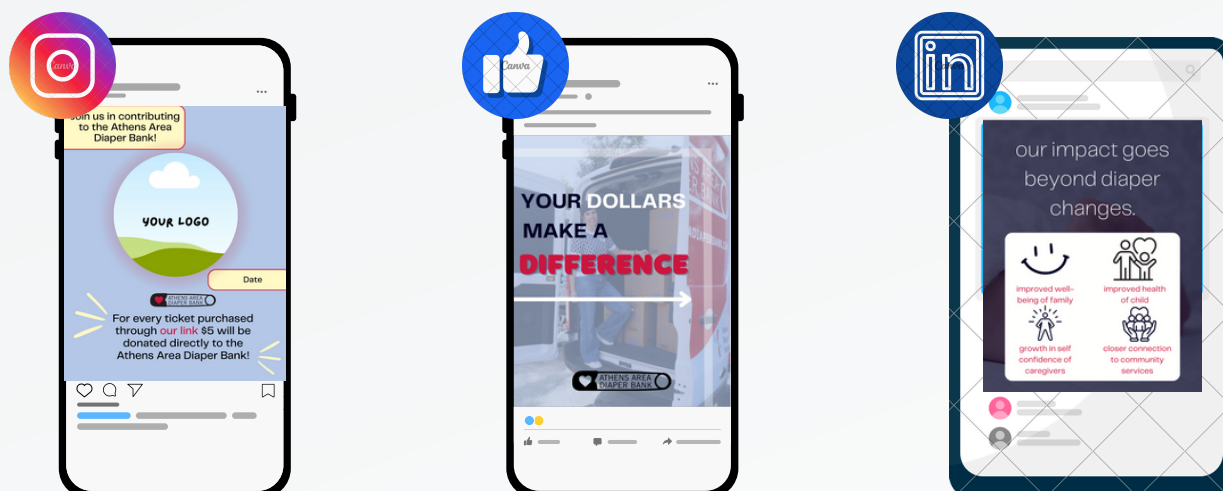
The guidelines start by focusing on the story of AADB, brand identity and voice. This helps partners to recognize the tone and purpose of their posts on behalf of the AADB. The guidelines also touch on things to avoid when posting, such as posting those who receive services or offensive phrases, which are things the partners may not be thinking about when creating their own posts.

We also share post examples, logos and colors partners can use along with contacts and resources that while help them beyond these guidelines. Lastly, we recorded and talked through the guidelines to explain to partners what they are looking at. This recording is located in the "to share to partners" folder in Canva. Please feel free to do a voice over of your own to personalize it and maybe add stories.



PARTNER TEMPLATES

THREE DIFFERENT PLATFORMS



Laura-

Partners may have different platforms they prefer to use, so we tried to accommodate to that for the partner templates. We included a template for partners to add their logo and personalize it towards them, especially for events.

We also have more informational templates for partners that interact with those who use the AADB's services or for those who contribute towards the AADB so that more people can learn about the organization and make a difference.

You can also copy templates we provided in the content calendar as examples as well to reduce the time and effort beyond creating additional posts for partners.

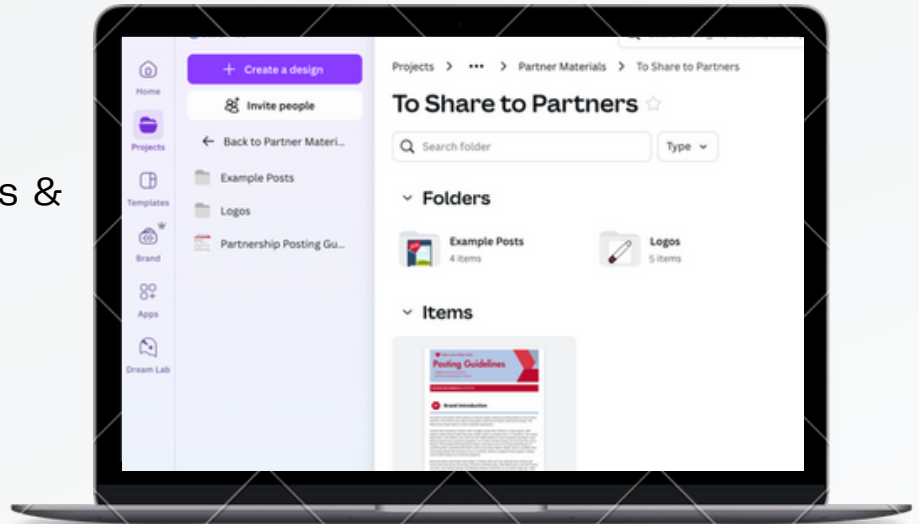
CANVA FOLDER



Access to templates & examples

5 new logos

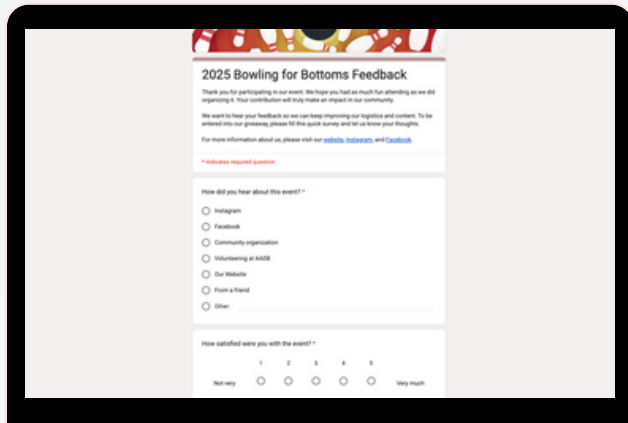
4 post examples



We built out a Canva folder for all partners to access. The 5 new AADB logos and example posts can be found here. Some of the post templates we created include examples for fundraising, event highlights, contribution, and partnership spotlights.

We created these to make it easier for partners to support the AADB and keep the messaging consistent.

FEEDBACK SURVEY



10 Questions

- **100%** Satisfaction
- **50%** more likely to get more involved
- Highlight of event: the venue

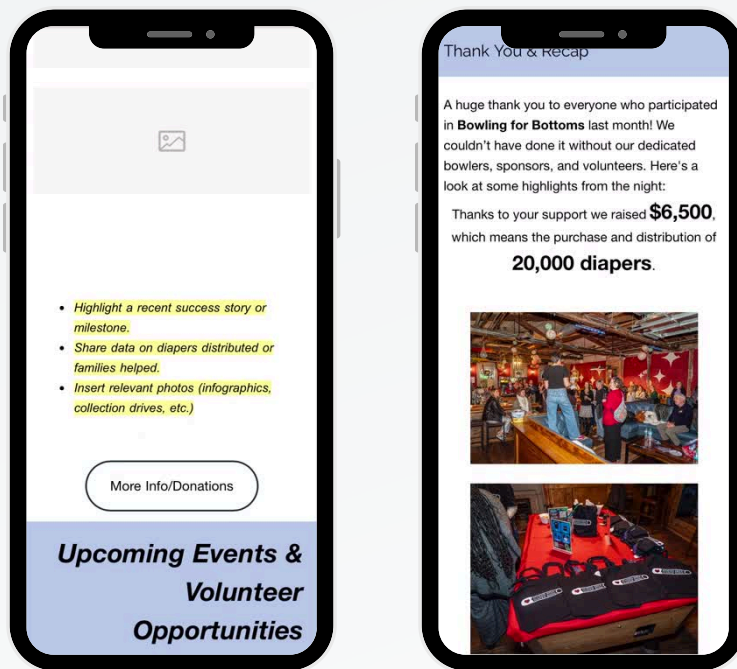
31

For AADB Events, we also created an Event Feedback Survey, which plays a key role in strengthening current and future partnerships. The purpose of the survey is to collect key information for improving future AADB events.

The survey was designed to be brief with only 10 questions.

Some of the feedback received from the Bowling for Bottoms Event Survey was that there was 100% satisfaction from the event attendees. 50% of those who filled out the survey said they were likely to get more involved. Also, the majority of submissions stated that the highlight of the event was the venue.

NEWSLETTER



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- To further engage with AADB's audience, we created a monthly newsletter template.
- This template makes it easy and efficient to compile information each month to send out to the AADB community. The AADB does a great job of sending consistent newsletters, and we wanted to make this process even more seamless, featuring the new branding we created.
- On the right, you can see a glimpse of the March newsletter we sent out via Mailchimp.
- This included various information provided by Erin, such as a Bowling for Bottoms recap and partner spotlights. Valuable information is communicated in these newsletters, and we wanted to ensure we showcased it in the best way possible.

NEWSLETTER



OPEN RATE
40.0%

CLICK RATE
8.9%

TOTAL CLICKS
2,630

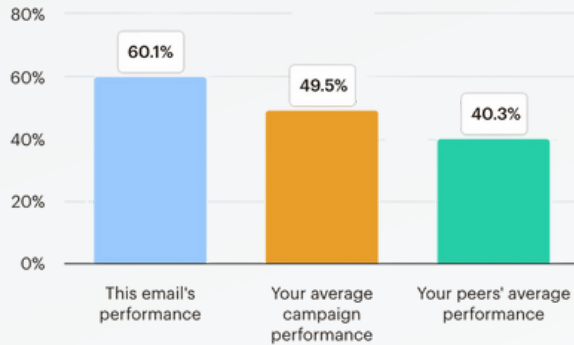
33

After sending out this March newsletter, we were able to analyze its effectiveness. 40.0% of these emails were successfully delivered and opened. 8.9% were delivered, opened, and registered a click. Lastly, the newsletter had a total of 2,630 clicks, leading viewers to various pages such as a donation link, event recap, or your Instagram.

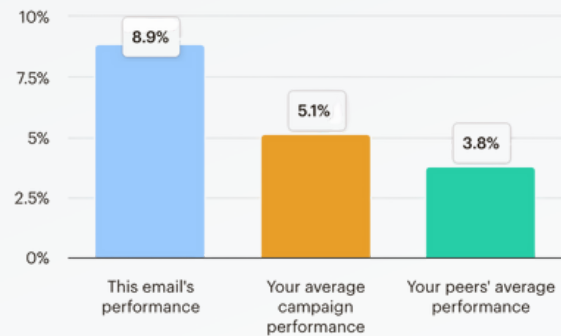
NEWSLETTER



Open Rate



Click Rate



34

- Diving into these stats, your valuable information was able to drive more engagement through a higher open and click rate than your average campaign performance (which is already above peers' average performance).
- Continuing forward, we believe utilizing these templates to spread your information will only increase these stats and your outreach with time!



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In addition to our work on branding, social media content, and supporting partnerships, our team provided additional strategy insights.

GOOGLE AD GRANT ONE- PAGER



**HOW TO SET UP
GOOGLE AD GRANTS**

About Google Ad Grants

A Google Ad Grant is a **free** program that provides nonprofits with up to **\$10,000/month** towards Google search ads. Nonprofits are able to create text-based ads and access tools to help build successful campaigns that can display on Google Search when people look for information related to your nonprofit.

Why Google Ads?

- Help Boost Awareness**
Google Ads would enable the Diaper Bank to target individuals searching for ways to donate or those unaware of local diaper need, helping educate the public about the mission and urgency. This would ultimately increase donations and attract new volunteers and partners.
- Promote Upcoming Events and Drives**
There is opportunity to promote fundraising events, diaper drives, and outreach programs, targeting local audiences to boost interest and participation in events like Bowling for Bottoms.
- Enhance Local Search Visibility**
The Google Ad Grant allows AADB to target specific demographics, such as those seeking family assistance, childcare resources, or local causes. Ads can appear at the top of search results for critical keywords like "diaper donation Athens," driving more local traffic and raising awareness for the organization.

STEP 1

Apply for Google for Nonprofits

Once eligible, AADB can activate Google Ad Grants. The organization must have valid charity status and apply through Google for Nonprofits.

STEP 2

Activate Ad Grants

Use the same email for both Google for Nonprofits and Ad Grants. Sign in, click "Activate Products," select "Get Started" under Google Ad Grants, fill out the info, and click "Activate" to submit for review.

STEP 3

Launch a Successful Ad Grants Campaign

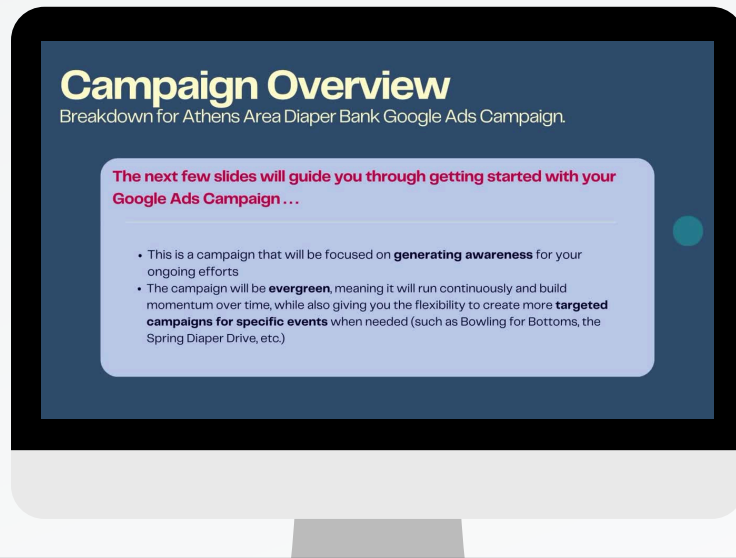
Once approved and you accept the invitation, you can start setting up your first campaign!

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We created this Google Ad Grant one-pager that lays out what a Google Ad Grant is, why it is beneficial for nonprofits, and how to successfully implement it.

This is an informational piece that introduced the AADB to implementing this. We recognized the passion behind the AADB and believed this would be a unique way to reach an even larger audience.

GOOGLE AD GRANT RECORDED PRESENTATION



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After communicating with Erin, we decided the most beneficial way to continue with this strategy was to layout what building and implementing a Google Ad Grant could look like in the future.

We put together a detailed guide of what kind of campaign to run, and we included specific keywords, site links, descriptions, and other information to hand over as an asset for the AADB to use as they implement this in the future.

To accompany this, we recorded a Loom presentation to further explain and clarify the information, which can also be used in the future.



INSTAGRAM ANALYTICS REPORT Q4 2024

**Total
Posts**

47

**Total
Views**

9,863

**New User
Views**

73%

**Total
Likes**

516

- Total Posts: 32
- Total Views: 9863 / 308 views per post
- About 73% of the views are new users
- Total Likes: 516 / 16 likes per post
- Minimal comments and shares

INSTAGRAM ANALYTICS REPORT WEEK 9 – WEEK 14

**Total
Posts**

32

**Total
Views**

10.9K

**New User
Views**

20%

**Total
Likes**

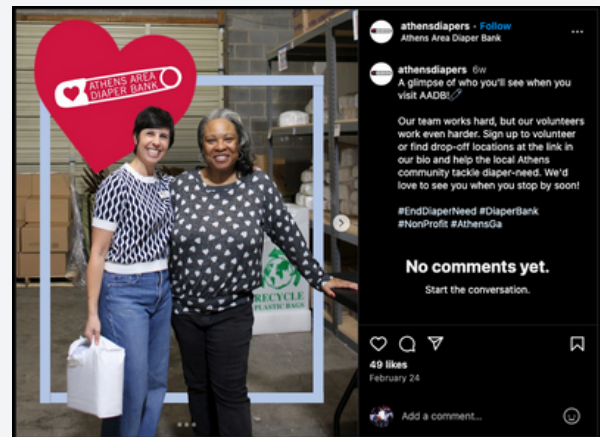
726

- Total Posts: 32
- Total Views: 9863 / 308 views per post
- About 73% of the views are new users
- Total Likes: 516 / 16 likes per post
- Minimal comments and shares

INSTAGRAM ANALYTICS



BEST REACH & ENGAGEMENT



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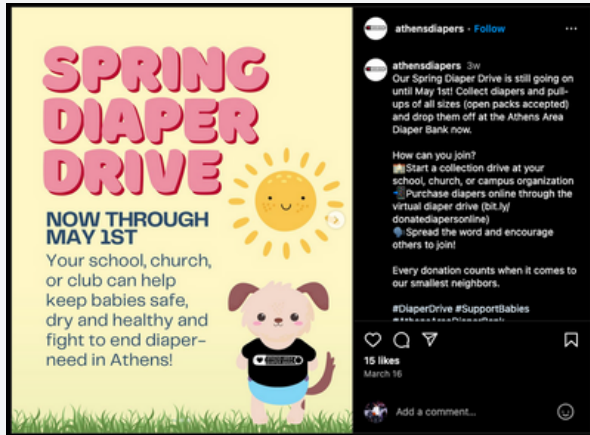
On Instagram, these are the posts that performed best in terms of reach and interactions.

We can see similar same trends in their popularity (posts showcasing AADB's actions in the community), which provides future direction for the AADB's social media.

INSTAGRAM ANALYTICS



FT. THE AADB TEAM & IMPACT



39

On Instagram, these are the posts that performed best in terms of reach and interactions.

We can see similar same trends in their popularity (posts showcasing the AADB's actions in the community), which provides future direction for the AADB's social media.



INSTAGRAM ANALYTICS REPORT Q4 2024

- Create shareable and people-focused content
- Curate more video content



On Instagram, we noticed a higher engagement for certain posts that included gratitude messages and event announcements.

We also noticed the use of minimal video content compared to the amount of graphics and photos used.

Instagram prioritizes video content, which is something we can keep in mind as we continue to produce content.

Our suggestion for future social media strategy would be to create shareable and people-focused content.

FACEBOOK ANALYTICS REPORT Q4 2024

**Total
Posts**

60

**Total
Views**

30,596

**New User
Views**

57%

**Total
Reactions**

700

- Total Posts: 60
- Total Views: 30596 / 510 views per post
- About 57% of the views are new users
- Total Reactions: 700 / 11.6 reactions per post
- Minimal comments and shares

Posts with the most views were the ones about Hurricane Helene and asking for donations.

FACEBOOK ANALYTICS REPORT WEEK 9 - WEEK 14

**Total
Posts**

33

**Total
Views**

16.5K

**New User
Views**

39%

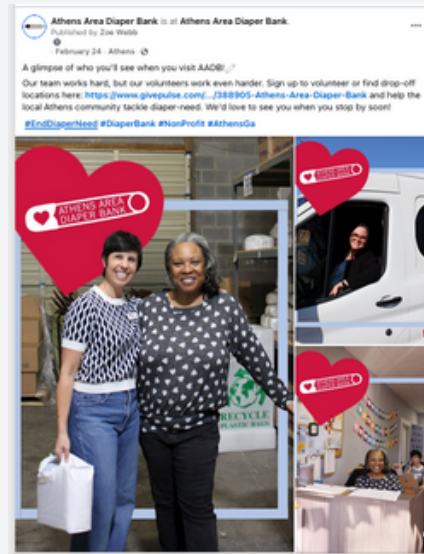
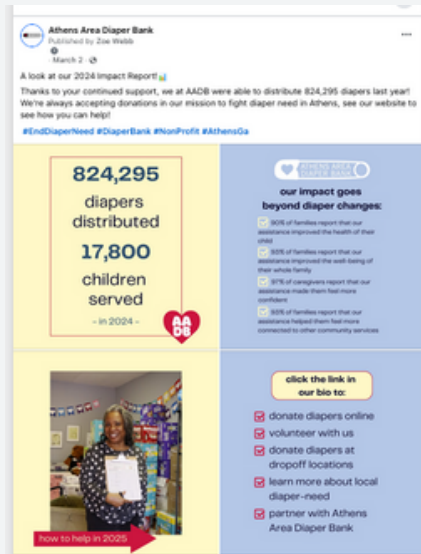
**Total
Reactions**

254

- Total Posts: 60
- Total Views: 30596 / 510 views per post
- About 57% of the views are new users
- Total Reactions: 700 / 11.6 reactions per post
- Minimal comments and shares

Posts with the most views were the ones about Hurricane Helene and asking for donations.

FACEBOOK ANALYTICS



Best Reach & Interactions

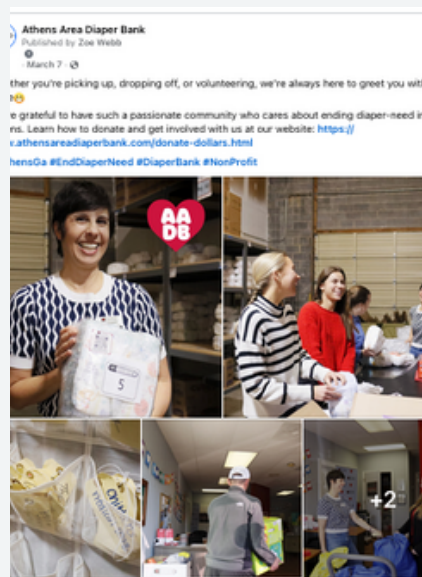
40

On Facebook, these posts performed best in terms of reach and interactions.

These posts also have a common theme of highlighting the actions of AADB in the Athens community, while also showcasing the pillars behind AADB.

The last post, which involves the Rock Lobsters, demonstrates that partnering with local organizations for events can help create further awareness of the AADB.

FACEBOOK ANALYTICS



**Demonstrating
Impact**

**Showcasing
Partnerships**

41

On Facebook, these posts performed best in terms of reach and interactions.

These posts also have a common theme of highlighting highlight the actions of AADB in the Athens community, while also showcasing the pillars behind AADB.

The last post, which involves the Rock Lobsters, demonstrates that partnering with local organizations for events can help create further awareness of the AADB.

OVERALL ANALYTICS

**Bi-Weekly
Social Media
Analytics
Reports**

**Newsletter
Analytics
Reports**

**LinkedIn
Analytics
Reports**

**Insights and
Suggestions
for the
Future**

Our goal is to provide analytic report every two weeks for the social media, newsletter, and future LinkedIn. We will also use these reports to build insights and provide recommendations for the future.

OVERALL ANALYTICS SUGGESTIONS

- Prioritize posts where AADB members are showcased
- Mention in posts to check stories to generate more story views
- Consistency in posting on social media
- Diversify content to avoid user fatigue
- Ask partners to re-post AADB content
- Find collaboration opportunities with outside organizations, such as the Rock Lobsters collaboration

1- These were the posts that were mostly viewed and liked.

2- Some people don't check stories. Doing this should generate more story views.

3- It needs to remain consistent while also not overflowing people's feed.

4- Use a variety of types of posts that include graphics, photos, and videos to try and increase overall engagement.

5/6- These strategies increase the number of people that get see and engage with the AADB's social media platforms.

OVERALL ANALYTICS SUGGESTIONS



Showcase AADB
members



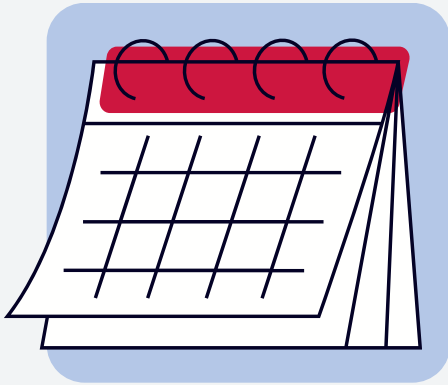
Mention in posts to **check**
stories

42

1- Showcase AADB members in more posts. These were the posts that were mostly viewed and liked.

2- Mention in posts to check stories. Some people don't check stories, so doing this should generate more story views.

OVERALL ANALYTICS SUGGESTIONS



Stay on a posting
schedule



Diversify content

43

3- Stay on a posting schedule. Your social media posts should remain consistent while also not overflowing people's feed.

4- Diversify your content. Use a variety of types of posts that include graphics, photos, and videos to try and increase overall engagement.

OVERALL ANALYTICS SUGGESTIONS



Ask partners to **repost** content



More **collaborative** opportunities

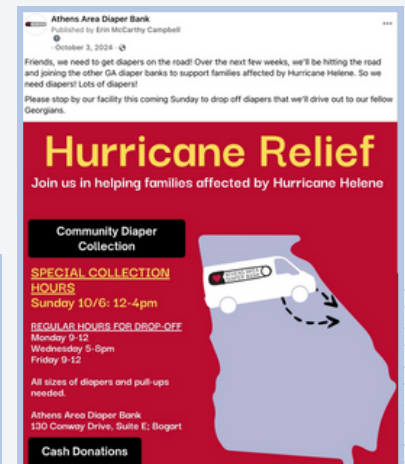
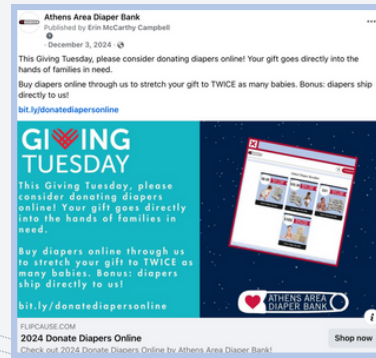
44

5/6- Asking partners to repost content and providing more collaborative opportunities will increase the number of people that see and engage with the AADB's social media platforms.



FACEBOOK ANALYTICS REPORT Q4 2024

- Increase clicks on links
- Maintain and increase reactions/interactions
- Curate further video content



On Facebook, there is limited link engagement with only 11 total link clicks. Posts with external links were seen a lot but not clicked enough. This is something our team can work to increase.

Our team can also work to maintain and increase the amount of current interactions on posts.

Currently, there is minimal video content, but Facebook prioritizes video content in its algorithm. This is important to keep in mind as we create future content.

PARTNERSHIP TOOLKIT



**Post Templates
& Guidelines**



Promotional SWAG



Volunteer Training

By the end of the project, we hope to provide a partnership toolkit that will make it easier for you and your partners to collaborate together to strengthen partner relationships.

First, we will have post templates and guidelines, so that it makes it easier for the partner to post about the Athens Area Diaper Bank, therefore encouraging more posts. These templates include logos, photos, and designs. Also, by making these templates, it ensures that brand guidelines are met, but they will be included in the Canva folder as a write-up just in case.

Next, we want to help make promotional SWAG, so there's more of a physical presence at the partnerships. We think pens and notebooks are a great start, but we would love to make designs for car magnets, stickers, and yard signs. These can be provided in a packet at partnership training

Lastly, while everything used during training is on your website, which makes it easy to find, we want to tighten the material into a more cohesive resource that includes the Canva folder, so it's easy to access and refer back to.

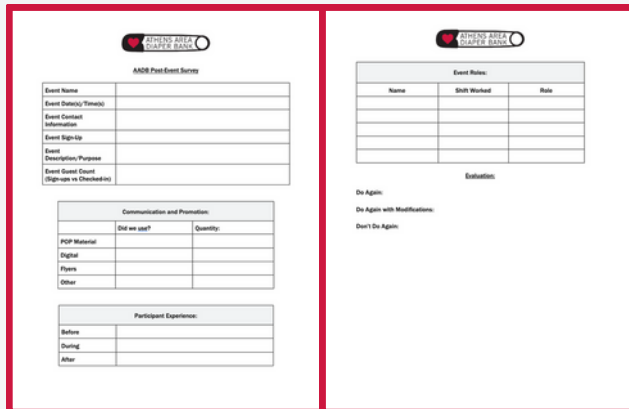
(Simple, easy-to-use partner resource post-training)



45

As we wrap up our work with the Athens Area Diaper Bank, we believe our deliverables to the AADB team will allow them to pick up where we left off easily, and continue the momentum of this semester.

POST EVENT EVALUATION



The image shows two forms side-by-side, both with the AADB logo at the top. The left form is titled 'AADB Post-Event Survey' and contains several sections: 'Event Name', 'Event Date(s)', 'Event Contact Information', 'Event Sign-Up', 'Event Description/Purpose', 'Event Social Count (Sign-ups vs. Check-ins)', 'Communication and Promotion' (with sub-sections for 'Did we use?' and 'Quantity' for PMP Material, Digital, Flyers, and Other), and 'Participant Experience' (with sub-sections for Before, During, and After). The right form is titled 'Event Roles' and contains a table with columns for Name, Shift/Worked, and Role. Below the table are sections for 'Evaluation', 'Do Again', 'Do Again with Modifications', and 'Don't Do Again'.

Event Roles		
Name	Shift/Worked	Role

Below the table are sections for 'Evaluation', 'Do Again', 'Do Again with Modifications', and 'Don't Do Again'.

- Store details of how each event was planned/promoted
- **Save time** planning the next event and **strategize** areas of improvement

We have created a post event evaluation to be filled out after all AADB events. This is a document for anyone involved in the planning process of the events to look back and see who was involved and what their role was, how the event was promoted, and what were some key observations before, during, and after the event.

We know some of the needs you shared with us are time and strategy, so this document tackles both of those. We created a "how-to" guide that further explains each of these sections and their purpose.

BRAND GUIDELINES CHEAT SHEET

- Comprehensive outline of brand kit.
- Details usage of brand voice, colors, fonts and photos.
- Gives examples for future ideas.

MOCKUP>



By the end of April, we will a document that will house all brand guidelines and reccomendations for AADB.

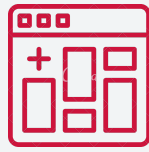
This will be a comprehensive outline of the brand kit including: explanation of brand voice, guidelines for fonts, colors and logos, and example imagery.

This document will also be easily shareable so that whoever is creating materials, whether Erin, another team member, or a future intern can reference these guidelines and stay true to the AADB brand.

FOR AADB



**Social Media
Calendar thru July**



Social Media Templates



Newsletter Templates



LinkedIn Templates



Event Evaluation

WHAT WE LEAVE YOU WITH



PARTNERSHIPS



TIME



STRATEGY

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Through all the deliverables we've discussed today, we believe we've addressed your needs in our efforts to enhance and create partnerships, reduce your time behind a screen, and produce meaningful strategy insights.

SO YOU CAN CONTINUE



AWARENESS



**SOCIAL MEDIA
OUTREACH**



**EVENTS AND
PARTNERSHIPS**

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So you can continue to raise more awareness for this important cause, infuse your personality with our strategy to amplify your outreach and to foster experiences and partnerships to better serve our smallest neighbors.

WHAT YOU WILL RECEIVE



We will **email**:

- All content made
- Ownership of materials
- Guideline PDFs

48

You will have these in hand by April 28. You will receive an email of all content made, transfer of all logins for ownership of material, and all guideline PDFs.

WHAT WE'VE LEARNED FROM YOU

COMMUNICATION



TRANSPARENCY



49

As this project came to a close, our team took time to reflect on our professional takeaways and areas of growth.

We learned that communication is KEY, and we appreciate the communication from you Erin and with our team.

You taught us more about working in a group and leaning on each other, which includes picking up slack when needed.

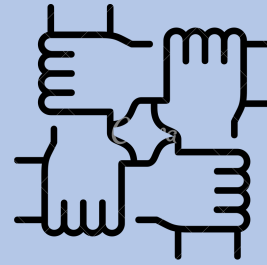
With all of that, we also learned the importance of transparency in communicating with the client and with each other.

WHAT WE'VE LEARNED FROM YOU

PASSION



TEAMWORK



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Personally, our team has learned the importance of getting to do something that we're passionate about. We've seen a glimpse of how we can use our skills in advertising/public relations to benefit organizations and non-profits that we are passionate about. For O, that's basketball. For Laura, that's rural education. For myself, that's helping support church leaders.

No matter what careers we find ourselves doing in the future, it's important that we find ourselves doing something we are passionate about too! Our goal is to do something we're passionate about with our main job, but a side role that aligns with our passion is important too!

We've also recognized the importance of teamwork: amongst ourselves and amongst the community. Getting to see how the AADB partners with so many organizations and community members to fulfill their mission has made us realize the importance of collaboration and teamwork in all spheres of life. Whether that be in school, faith, or serving our community, working together with others who share a common goal is key to success. As people and as a community, we are strongest when we work together.



THANK YOU

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Erin, we cannot thank you enough for being a phenomenal partner in this project. Your enthusiasm and passion have continued to inspire us to do excellent work. You've challenged us in the best ways to get better at our craft, and we've really enjoyed all that we've worked on together.

Professor Deal, thank you for sharing your wisdom and guidance throughout this semester. Thank you for shepherding us not just in this project...but also in this season of life before graduation.

Our team could not be more grateful for this experience.



QUESTIONS

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That's all we have. Are there any questions or comments?